



## Brand Public Relations Brief

<b>Company:</b> BIC Consumer Products USA	<b>Date:</b> 16-SEP-2015
<b>Project:</b> BIC Consumer Products USA PR Agency Review	

<b>Background</b>	<p>BIC Consumer Products USA is seeking a PR agency with a strong consumer success record, particularly with beauty and lifestyle, to help us continue to grow our consumer business and invigorate our brand PR programs.</p> <p>Based in Shelton, Conn., BIC is a leading manufacturer of stationery, lighters, and men’s and women’s shavers. Since its founding more than 50 years ago, BIC has honored the tradition of providing high-quality, affordable products that are accessible to all. Through this unwavering dedication, BIC has become one of the most recognized brands in the world today, delivering “More for your money...Always!”</p> <p>The PR agency will work with the BIC marketing team to build awareness for each product category’s brand platform, promote our marketing initiatives and raise awareness for new product offerings through media relations and influencer programs.</p> <p><b>2016 Brand PR priorities include:</b></p> <ul style="list-style-type: none"> <li>• <b>Stationery:</b> Continuing to build awareness and support for our multi-year equity program, <i>BIC Fight for Your Write</i>. In addition, highlight the new items for 2016 back to school to the media.</li> <li>• <b>Lighter:</b> Promoting BIC® Lighters as a <i>fashionable accessory</i> for all of life’s occasions, and promoting BIC® Multi-purpose Lighters as the <i>safe lighting partner</i> for all of life’s occasions through our Flick it Safely™ public service initiative (forthcoming).</li> <li>• <b>Men’s Shaver:</b> Support the BIC® Flex5™ and <i>Men, It’s Time to Smooth Up</i> platform through media relations.</li> <li>• <b>Women’s Shaver:</b> Launch new item to the media, leveraging BIC Soleil’s <i>Make Your Own Sun</i> message.</li> </ul>
<b>Brand Public Relations Objective</b>	Grow our consumer business by building awareness of our brand platforms and new products through impactful media relations programs – <b>fewer, bigger, bolder.</b>
<b>Brand Voice</b>	Confident and friendly, with a touch of irreverence.
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• <b>Stationery:</b> Women 25-49 (Moms).</li> <li>• <b>Lighter:</b> Men and Women 18-24.</li> <li>• <b>Multi-purpose Lighter:</b> Men and Women 25-49 (Outdoorsy, social families with young children in the home).</li> <li>• <b>Men’s Shaver:</b> Men 18-34.</li> <li>• <b>Women’s Shaver:</b> Women 18-34.</li> </ul>
<b>Previous Learnings</b>	<ul style="list-style-type: none"> <li>• <b>Stationery:</b> While our BIC Fight for Your Write mission resonates with consumers, we have yet to achieve the number of media impressions and quality of coverage that we believe the program is capable of achieving.</li> <li>• <b>Lighter:</b> We have had significant challenges garnering media coverage for BIC Lighter, despite it being an iconic product, as a result of the tie to smoking.</li> <li>• <b>Shaver:</b> Hosting events and having more face time with media throughout 2015 has helped us to begin to break through a cluttered product environment, in both the men’s and women’s categories. However, we</li> </ul>



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	<p>have yet to achieve the number of impressions or quality of coverage that we would like to see and that have been achieved historically.</p>
<b>Reasons To Believe</b>	<ul style="list-style-type: none"> <li>• BIC Stationery products make writing fun through bright colors and innovative product offerings.</li> <li>• The BIC Lighter is America's #1 lighter. Made in the USA (and for Multi-purpose, Fuel Cartridge Made in the USA), every lighter passes 50 quality checks and is 100% quality and safety inspected.</li> <li>• BIC Flex Razors offer everything men need for a great shave, and nothing they don't.</li> <li>• BIC Soleil Razors are the beauty solution that gives women caressably smooth skin and the opportunity to enjoy life's moments while letting their natural femininity shine.</li> </ul>
<b>Success Metrics – Traditional Media</b>	<ul style="list-style-type: none"> <li>• We use measurement criteria internally that take impression numbers, quality of coverage, accuracy of coverage and sentiment into consideration.</li> <li>• Our main focus is on improving overall media impressions for the brand and quality of coverage – going beyond product placements.</li> </ul>
<b>Success Metrics – Influencer/ Blogger PR</b>	<ul style="list-style-type: none"> <li>• Knowing that more and more consumers turn to online influencers for information, we would like to further explore unique partnerships with influencers to reach our target audiences.</li> <li>• We would also like to reach influencers in relevant ways for inclusion in editorial content.</li> <li>• Editorial content from influencers will also be measured based on impressions, quality of coverage, accuracy of coverage and sentiment.</li> </ul>
<b>Deliverables</b>	<p>Agency proposal that includes:</p> <ul style="list-style-type: none"> <li>• PR capabilities/ Business overview</li> <li>• Relevant case studies</li> <li>• Fee Estimate</li> </ul>
<b>Timing</b>	<p>Initial proposal deadline 30-SEP-2015.</p>
<b>Additional Considerations</b>	<ul style="list-style-type: none"> <li>• Please note that the brand PR team at BIC is not responsible for BIC social media accounts– our primary focus is media relations and influencer PR (both paid and editorial).</li> <li>• Please note that brand PR at BIC is housed in the marketing department and is separate from corporate communications/corporate PR.</li> <li>• Successful track record with Spanish-speaking U.S. media will be taken into consideration.</li> <li>• The ability to demonstrate, through a case study or other avenue, that the agency has effectively developed programs in collaboration with the client's marketing agencies will be taken into consideration.</li> </ul>
<b>BIC Websites</b>	<p> <a href="http://www.BICWorldUSA.com">www.BICWorldUSA.com</a>  <a href="http://www.BICFightForYourWrite.com">www.BICFightForYourWrite.com</a>  <a href="http://www.BICLighter.com">www.BICLighter.com</a>  <a href="http://www.BICFlexRazors.com">www.BICFlexRazors.com</a>  <a href="http://www.FeelTheSoleil.com">www.FeelTheSoleil.com</a> </p>
<b>BIC Social</b>	<p> <a href="http://www.Facebook.com/BICPenPals">www.Facebook.com/BICPenPals</a>  <a href="http://www.Facebook.com/BIC4Color">www.Facebook.com/BIC4Color</a> </p>



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